

# IMC Tools- Advertising in Healthcare Industry

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## Abstract:

This research was conducted to find out how much awareness is there regarding integrated marketing tools – advertising in healthcare industry and how it indirectly affects the purchase of the products or services. The study was conducted among people through Google forms to collect the responses regarding the awareness on IMC tools – advertising in healthcare industry .

Healthcare industry is one of the emerging industry and the growing use of integrated marketing communication tools to create awareness and inform the people can be seen. In this research paper firstly a secondary study undertaken on the impact of IMC tools on potential consumer through articles. Then an questionnaire was prepared to collect primary data from people irrespective of their gender and educational qualifications.

The results revealed that advertisements to a greater extent influences the people to try any healthcare services. It can also be seen that a huge percentage of people rely on online websites or apps for healthcare information.

## Keywords:

IMC tools, Advertising , social media, promotion and marketing tools, internet, healthcare, online websites.

## 1. Introduction:

Integrated Marketing Communication Tools (IMC) is a marketing tool that consists of various elements that is used as a promotional technique. The promotional tools have evolved over the years. During the 1980s , many of the companies began to use more strategic promotional tools. Initially advertising was one of the dominant form of marketing tool but over the years the use of other tools like sales promotion , direct marketing, direct selling and public relations have been on an upward trend.

Companies relied primarily on their advertising agencies initially for all marketing communication but in the present scenario this has changed. Many companies have moved from the traditional advertising agencies to other types of promotional and marketing tools by adopting IMC tools .

It is essential for organizations to communicate effectively with the customers and the IMC tools helps to effectively reach wider audience to promote and create awareness about the products and services. It also helps to create brand awareness which is one of the important aspect in the introduction and growth stage depending on the product and service of the organization.

### 1.1 Healthcare Industry :

Health is one of the fundamental human right, it is one of the major goal all over the world. In India the major players are the private sector. Most of the private players offer healthcare facilities at higher cost as compared to public players (government) which provides the products and services at a lower cost as it considers consumers(patients) of different income groups.

People have easy access to the IMC marketing platforms and also the information about diseases and illness and can be easily circulated through groups and expert forums. The customers now have option to seek second opinion regarding the hospital . There is an increase in the rules and regulations by government, global competition, technology, that has contributed to the growing competition in the marketing of healthcare services.

## 2. Literature review:

In the present scenario IMC tools have become one of the most important promotional tool. Technological developments and innovations has made this field dynamic and the elements in this tools enable efficient marketing and communication. Healthcare industry comprises of health care services and facilities, medical devices and equipment and hospital supplies manufacturers; medical insurance, medical services and managed care; pharmaceuticals & related segments.

The healthcare industry is one of the blooming sectors in India. The healthcare market can increase three fold to Rs 8.6 trillion (US\$ 133.44 billion) by 2022 ( according to secondary research mentioned in IBEF report). Healthcare organizations provide aid to the consumers by highlighting their service characteristics related to quality and performance. The most important point is the communication mix that the organization selects to ensure the reach of information and awareness of the product or service. IMC tools have become important as communication has to be effective and these tools and channels helps to create awareness.

Recently we can see that hospitals have started creating awareness about their services through social media / digital media (Instagram, YouTube) like Appolo Hospitals. Also awareness is created about various illness through websites. Hospitals are also using vaccination programs and health drive as a tool to create awareness .

## 3. Definitions:

### 3.1 IMC tools:

Integrated Marketing Communication Tools are a set of marketing tools which is used by many companies that is used to integrate and coordinate its communications channels to deliver proper message or information to the target audience. It includes all marketing tools, approaches to maximize impact on the target audience mind, which helps to obtain maximum profits at minimum cost.

### 3.2 Components:

There are eight tools which are as follows

- Advertising
- Sales Promotion
- Personal Selling
- Direct Marketing
- Direct Selling
- Public Relation
- Social Media and Digital Media
- Events and Sponsorship

### 3.3 Brand Awareness:

It is the extent to which any brand is recognized by the potential customers, and it is connected with a particular product or service. Brand awareness is the major goal of advertising in the introduction stage of any product or service.

Brand awareness plays vital role in influencing the buyer's decision. Aggressive marketing tools are used to create awareness regarding the brand so that the information reaches the target group which would help to increase the sales as the customers would have knowledge about the product or service.

#### 4. Research Methodology:

Firstly a secondary study undertaken on the impact of IMC tools on potential consumer through articles. Then an questionnaire was prepared to collect primary data from people irrespective of their gender and educational qualifications. A random sample of 75 responses was taken. In this paper convenience sampling and judgmental sampling techniques were used to collect the information. The primary data was collected by using questionnaire. The collected data has been analyzed using various Excel tools.

#### 5. Analysis and Interpretation:

Gender  
75 responses

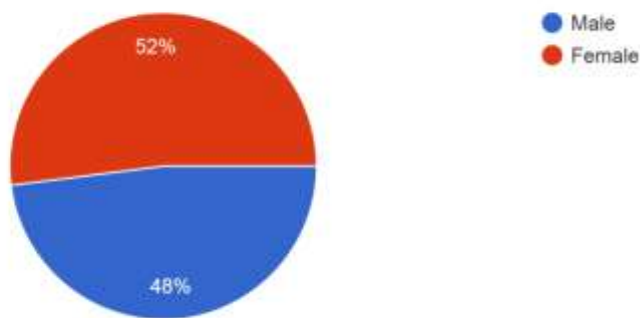


Figure no. 1

Age Group  
75 responses

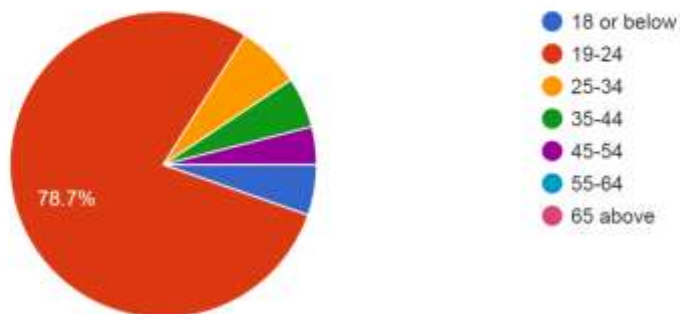


Figure no. 2

Occupation  
75 responses

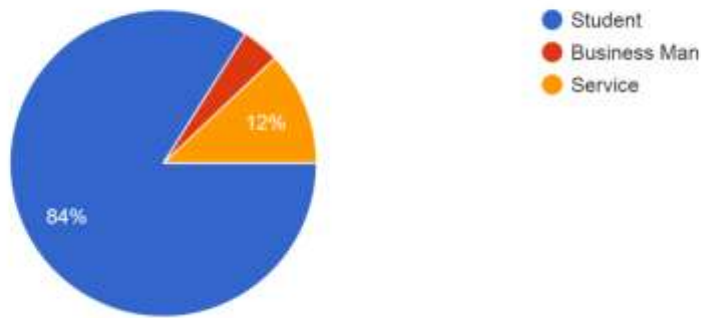


Figure no.3

Qualification  
75 responses

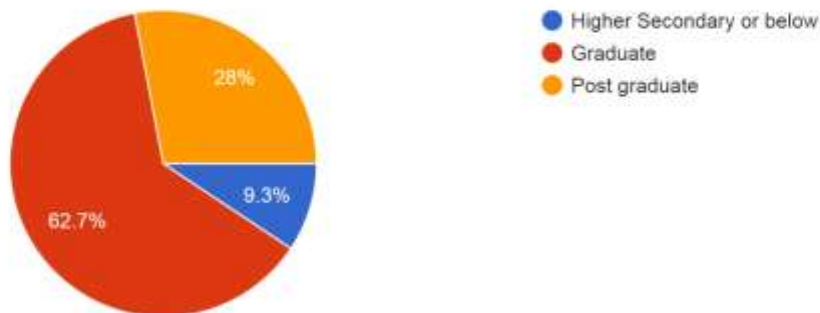


Figure no. 4

**Interpretation:** From the first figure it is evident the 52% of females took active participation in the survey. This shows that gender

The age group is maximum between 19-24 which is 78.7%, this specifies that the awareness of IMC tools especially advertising in healthcare industry is high in this age group. The type of occupation is also a contributing factor. Most of the respondents are students (84%) and service personnel(12%)

Respondents 28% are post-graduates. Graduates comprises 62.7% and the rest 9.3% are higher secondary or below. This specifies that most of the people are well educated and aware of these tools(advertising) and the use of it in the healthcare industry.

Have you seen or come across any Integrated Marketing Communication tools in Healthcare sector ?

75 responses

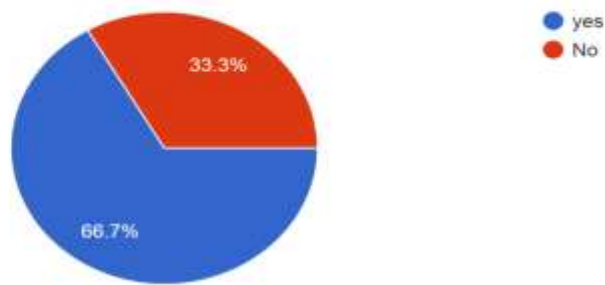


Figure no. 5

what integrated marketing communication tool influences you the most to try healthcare services?

75 responses

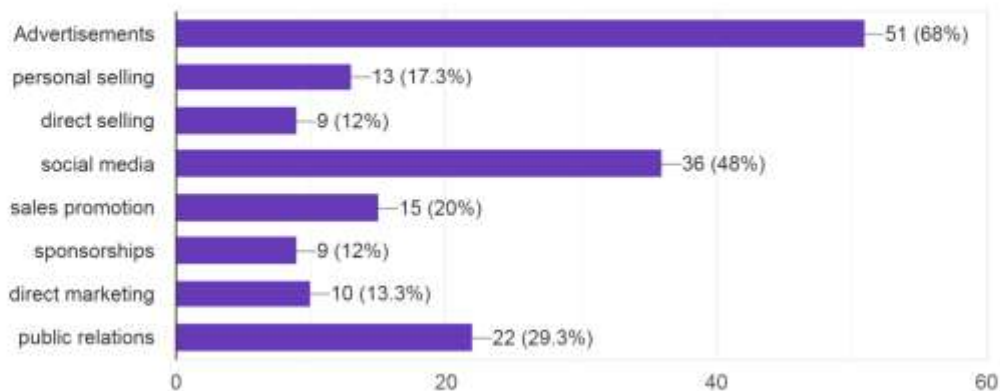


Figure no.6

**Interpretation:** We can see from the responses( figure no. 5) that 66.7% of the people have seen or come across IMC tools in the healthcare sector. 33.3% of the people have not come across these tools which tells that there is lack of reach . the possible reason could be that this is one of the growing , emerging sector .

In figure no 6 we can see that the major integrated marketing communication tool that has influenced the respondents to try healthcare services are advertisements(68%) followed by social media (48%) and public relations(29.3%).

Do you still prefer healthcare service according to traditional method (word of mouth)?

75 responses

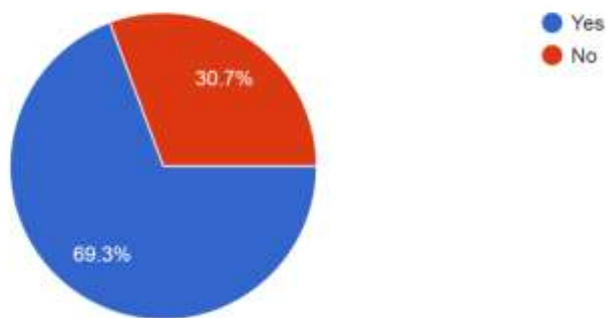


Figure no.7

How influence do you feel advertisements have in availing healthcare services?

75 responses

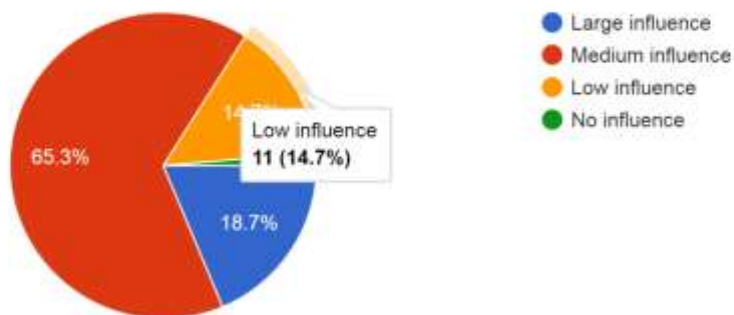


Figure no.8

Which healthcare service provider do you prefer the most ?

75 responses

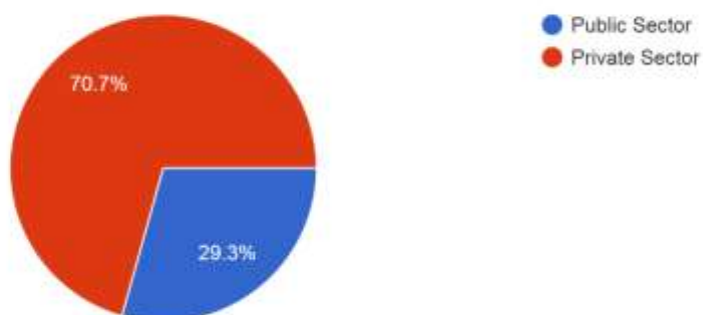


Figure no. 9

Do you rely on online websites or apps for healthcare information?

75 responses

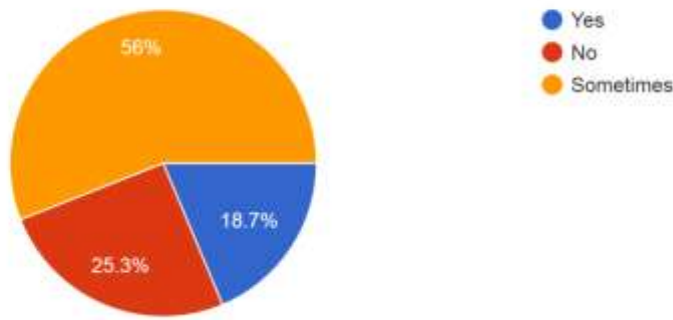


Figure no. 10

what are the things that you look for in these advertisements?

75 responses

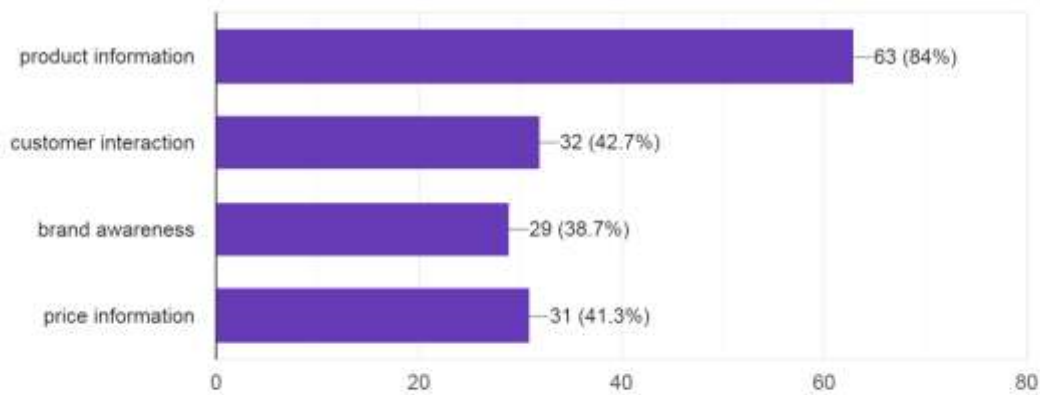


Figure no. 11

In which media channel have you come across the advertisements related to healthcare services the most ?

75 responses

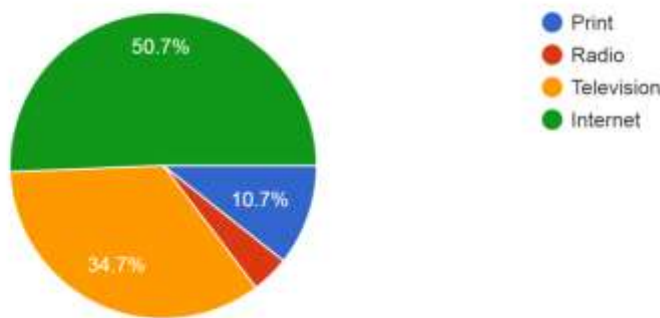


Figure no. 12

**Interpretation:**

we can see that the preference of healthcare services according to traditional method(word of mouth) is still prominent. 69.3% of the respondents say that they prefer healthcare services through word of mouth.

Advertisements have medium influence when it comes to availing healthcare services. Private healthcare providers are preferred more . 70.7% of people prefer private healthcare service provider.

56% of the people prefer sometimes online websites or apps for healthcare related information which shows that the social media as a tool in IMC is gaining popularity. Product information is given at most importance in the advertisements (63%)

We can see that 5.7% of the people have come across the advertisements related to healthcare services through internet followed by 34.7% through television, 10.7% through print media . Internet and television have the high share of advertisements followed by print. We can see that internet as a communication channel is gaining popularity .

**6. Conclusion:**

We can see that the healthcare is emerging. IMC tools – advertising can be seen as a growing tool to communicate health related information to the consumers. Internet, television advertisements is most common tool used to create awareness. As the survey suggests that many people prefer online websites or apps to get healthcare related information. Hence this industry is growing and there is growing use of IMC tools to create awareness.

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